

DECLARATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**METHOD AND SYSTEM FOR GENERATING, DISPLAYING,  
AND MANIPULATING A MARKETING MODEL**

the specification of which:

(check one)

[ ☒ ] is attached hereto (unsigned);

[       ] was filed on \_\_\_\_\_, and identified as Attorney Docket No. \_\_\_\_\_, and was amended on \_\_\_\_\_ (if applicable);

[       ] was filed as United States Application Serial No. \_\_\_\_\_ on \_\_\_\_\_, and was amended on \_\_\_\_\_ (if applicable);

[       ] was filed as PCT International Application No. \_\_\_\_\_ on \_\_\_\_\_ and was amended under PCT Article 19 or Article 34 on \_\_\_\_\_ (if applicable);

I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information which is known to me to be material to the patentability of said invention in accordance with 37 C.F.R. §1.56;

I do not know and do not believe said invention was ever known or used in the United States of America before my or our invention thereof, or patented or described in any printed publication in any country before my or our invention thereof or more than one year prior to said application; that said invention was not in public use or on sale in the United States of America more than one year prior to said application; that said invention has not been patented or made the subject of an inventor's certificate issued before the date of said application in any country foreign to the United States of America on any application filed by me or my legal representatives or assigns more than six months prior to said application;

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I hereby claim foreign priority benefits under 35 U.S.C. §119 and/or §365 of any foreign application(s) for patent, any foreign application(s) for inventor's certificate, or any PCT international application(s) designating at least one country other than the United States of America listed below; I have also identified below any foreign application(s) for patent, any foreign application(s) for inventor's certificate, or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

Prior Foreign Application(s)

| COUNTRY/INTERNATIONAL | APPLICATION NUMBER | DATE OF FILING<br>(day, month, year) | PRIORITY CLAIMED |
|-----------------------|--------------------|--------------------------------------|------------------|
|                       |                    |                                      | YES NO           |
|                       |                    |                                      | YES NO           |

I hereby claim the benefit under 35 U.S.C. §119(e) of any United States provisional application(s) listed below:

\_\_\_\_\_  
(Application Number)

\_\_\_\_\_  
(Filing Date) (day, month, year)

\_\_\_\_\_  
(Application Number)

\_\_\_\_\_  
(Filing Date) (day, month, year)

I hereby claim the benefit under 35 U.S.C. §120 and/or §365 of any United States application(s) or of any international application(s) designating the United States of America that is/are listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior application(s) in the manner provided by the first paragraph of 35 U.S.C. §112, I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. §1.56 which became available between the filing date(s) of the prior application(s) and the national or PCT international filing date of this application:

Prior U.S. Application(s) or PCT International Applications Designating the U.S. for benefit under 35 U.S.C. §120

| U.S. APPLICATIONS                     |                                     | STATUS (check one)             |          |           |
|---------------------------------------|-------------------------------------|--------------------------------|----------|-----------|
| U.S. APPLICATION NO.                  | U.S. FILING DATE (day, month, year) | Pending                        | Patented | Abandoned |
| 09/697,657                            | October 25, 2000                    | ✓                              |          |           |
| PCT APPLICATIONS DESIGNATING THE U.S. |                                     |                                |          |           |
| PCT APPLICATION NO.                   | PCT FILING DATE (day, month, year)  | U.S. APPLICATION NOS. (if any) |          |           |
|                                       |                                     |                                |          |           |
|                                       |                                     |                                |          |           |

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**Full name of first inventor:** John W. Fisher, Jr.

Inventor's signature

Date

Residence: 10448 Jellison Way, Westminster, Colorado 80021

Citizen of: USA

Post Office Address: n/a

**Full name of second inventor:** Paul <sup>PME</sup> Riesberg

Inventor's signature

Date

Residence: 852 N7, Johnstown, Colorado 80531

Citizen of: USA

Post Office Address: n/a

**Full name of third inventor:** Jason A. Thomas

Inventor's signature

Date

Residence: 15869 W. 65th Place, Arvada, Colorado 80007

Citizen of: USA

Post Office Address: n/a

**Full name of fourth inventor:** Mark Walton

Inventor's signature

Date

Residence: 1368 North Park Drive, Lafayette, Colorado 80026

Citizen of: USA

Post Office Address: n/a

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of Fisher et al.

Serial No.: [ ]

Examiner: [Not Assigned]

Filed: February 16, 2001

Art Unit: [Not Assigned]

For: Method and System for Generating, Displaying and  
Manipulating a Marketing Model

Commissioner for Patents  
Washington, D.C. 20231

**POWER TO PROSECUTE BY ASSIGNEE  
AND STATEMENT UNDER 37 C.F.R. §3.73(b)**

As the assignee of record of the entire right, title, and interest in the above-identified application, the registered practitioners of Cooley Godward LLP included in the Customer Number provided below are hereby granted Power to prosecute this application and any applications claiming priority to this application, and to transact all business in the U.S. Patent and Trademark Office connected therewith.

The assignee certifies that to the best of its knowledge and belief it is the owner of the entire right, title, and interest in and to the above-identified application as evidenced by:

- [ X ] An assignment document, a copy of which is enclosed herewith;
- [ ] An assignment previously recorded in the U.S. Patent and Trademark Office at Reel \_\_\_\_, Frame \_\_\_\_.

Please direct all telephone calls and correspondence to:

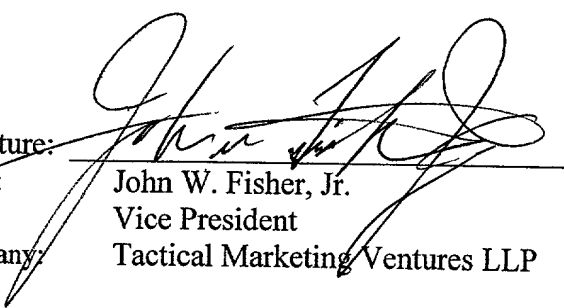
COOLEY GODWARD LLP  
Attention: Patent Group  
One Freedom Square - Reston Town Center  
11951 Freedom Drive  
Reston, Virginia 20190-5601  
Tel: (720) 566-4000  
Fax: (720) 566-4099

CUSTOMER NUMBER: **022903**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

Date: January 11, 2001

Signature: 

Name: John W. Fisher, Jr.

Title: Vice President

Company: Tactical Marketing Ventures LLP